

NEW EAST CAMBRIDGE

Marshall



Cambridgeshire
County Council

A PLACE FOR THE 21ST CENTURY CITY

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Cover photograph view of Cambridge looking east

The transformation of Cambridge Airport and adjoining land will deliver a thriving mixed use piece of the city – New East Cambridge.

The development will finally enable East Cambridge to play a critical role in the growth of Cambridge.

Marshall Aerospace and Defence is entering a new era of dynamic growth. This exciting future requires the business to move. Its relocation will release the site for development, which in turn will help drive the economic, social and cultural success of Cambridge.

Cambridge Airport and its adjoining land extends to approximately 300 ha at the eastern edge of Cambridge. Most of the land comprises the Cambridge Airport site which has been removed from the Green Belt and safeguarded for development in the current Development Plan.

So significant is this site, and the opportunity it presents, that Marshall is committed to ensuring a world class low carbon development – one which fully embraces and extends the key qualities of Cambridge.

The time has come to bring forward the land and to maximise the unique contribution it can make.



1 THE PLACE

The plan opposite identifies the principal constituent parts of the New East Cambridge opportunity, along with the two development sites which adjoin it, namely Wing and Land North of Cherry Hinton. As shown on the plan, the land identified includes areas which are not within Marshall ownership, but which have been included in this Call for Sites exercise because we believe it would be beneficial to allocate a wider area for comprehensive redevelopment.

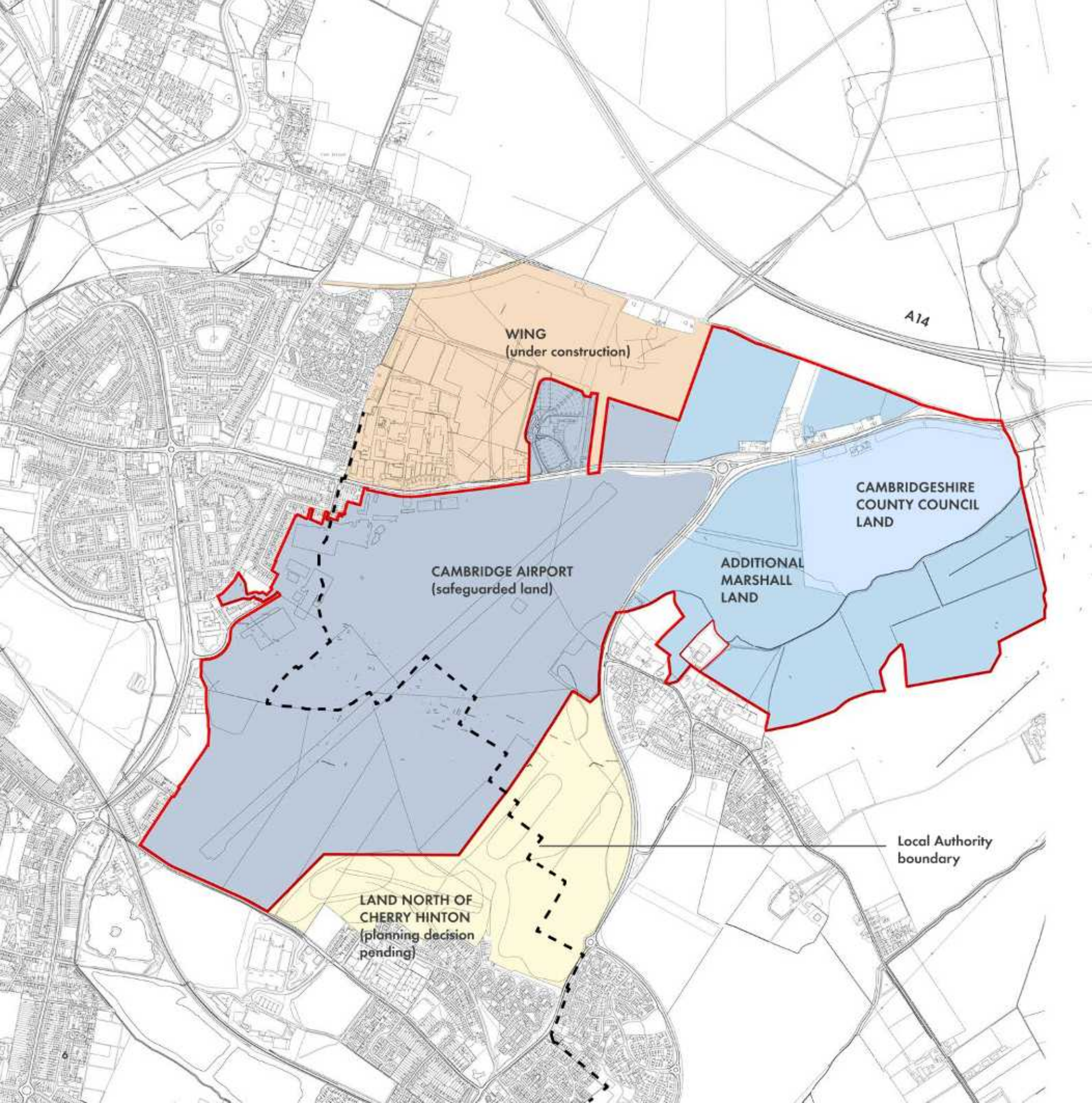
Cambridge Airport (darker blue): 176 ha. This area has been removed from the Green Belt and is currently safeguarded for long term redevelopment in the current Plan. The Cambridge East Area Action Plan 2008 sets out key development principles for the site, but is in need of review.

Additional Marshall land holding (light blue): 95 ha. Marshall's own additional land to the north and east of the airport which could be incorporated into wider plans for comprehensive redevelopment of the airport.

County Council land (lightest blue): 36 ha. This land is included in this submission with the agreement of the County Council.

Wing (pale orange): 70 ha. Allocated within the current plan, this site has outline planning permission for up to 1,300 dwellings, a primary school, community facilities and open spaces. A joint venture has been established with housebuilder Hill for the first phase, with construction now underway.

Land North of Cherry Hinton (yellow): 56 ha. Allocated within the current plan, this site is subject to an outline planning application for up to 1,200 dwellings including primary and secondary schools.



2 CREATING A PLACE THAT EXTENDS CAMBRIDGE

New East Cambridge will extend the very idea of Cambridge.

It will expand the way people think of the city — by changing its physical form and extending its character beyond that of the historic city. New East Cambridge will form an integrated part of the city, creating a new focal point that complements the centre but has its own distinct character and offer.

Green Corridor

Extending Cambridge in this way creates the opportunity for a distinctive green corridor, linking Stourbridge Common, Coldham's Common and a new green landscape across the site and eastwards towards Wilbraham Fen, contributing to East Cambridge what the Backs and Jesus Green do for the historic centre. New sports, cultural and leisure facilities within the development will enhance this major new public green space.

Scale

New East Cambridge is the single best opportunity to build on Cambridge's economic strength and to deliver a new, vibrant, mixed use piece of city - bringing together places for people to live, to work and enjoy. The site will deliver significant employment, building on Cambridge's global reputation for science, research and innovation. New East Cambridge will provide a world leading development, attracting globally significant investment, businesses and institutions.

Connectivity and Housing

Congestion and the affordability of housing are the most common concerns raised by investors, residents and employers alike when it comes to Cambridge. New East Cambridge has the potential to address both of these challenges, creating a step change in public transport connectivity and, by delivering housing at scale, offering a range of tenure types to address wider affordability across the city.



3 A PLACE FOR LONG-TERM GROWTH

The rapid growth of Cambridge is projected to continue over the coming decades. In this context, New East Cambridge represents an opportunity of unprecedented scale and strategic significance.

The relocation of the airport brings the potential to integrate the area into the built and natural environment of Cambridge. The land is relatively free from constraints and provides an outstanding opportunity not only to meet Cambridge's continuing housing and employment requirements but to do so as part of a comprehensive, planned, world class development.

One that enables growth through:

- the integration (rather than separation) of employment and housing on the same site to create a vibrant new urban centre complementary to the existing city centre;

- the space to meet the current underserved social, cultural, leisure and education needs;
- the primary opportunity for major inward investment in the city;
- the expansion of Cambridge's primary institutions within the city;
- the provision of high quality, modern, sustainable and planned transport network linking New East Cambridge to the heart of Cambridge and beyond.
- the emergence of a masterplan whose guiding principles respond to its landscape and urban context and define the future character of New East Cambridge as a part of the city.
- The delivery of a low carbon future



a place of places



with a street at its heart



built around landscape and water



4 A SUSTAINABLE PLACE

Planning on such a large scale enables the highest standards of sustainability to be embedded from the outset.

Marshall is committed to working positively towards the highest standards of energy performance, with the scale and density of the development providing a unique opportunity to work towards a Low Carbon future.

The transport and connectivity model for New East Cambridge is simple but ambitious: ensuring that wherever possible trips are made by walking, cycling and public transport. By co-locating homes, jobs, culture and leisure, along with the essential services people need, travel by car should become a rarity rather than the norm. The development will act as stimulus to overall investment in transport infrastructure for

the city. This would support a shift away from reliance on private car travel and towards reduced congestion and city-wide improvements in air quality, health and quality of life for residents and workers alike.

Cambridge is world renowned for its innovation and technology, and this development is well placed to embrace



technological advances – potentially through partnerships with global innovators. Innovative approaches to using smart technology will be embraced.

A net gain in bio-diversity will be made possible by plans for more than 120 ha of green open space and a long-term commitment to ecological enhancement, management and stewardship. This provides an opportunity to look at green infrastructure, healthy living, access to sport and recreation, biodiversity, drainage and climate change in an integrated and holistic way.

Only a mixed use city scale development can truly embrace such opportunities, allowing New East Cambridge to excel.



Working towards a
low carbon
future



Net
biodiversity
gain



clean air
for all



Addressing the
challenge of
climate
change



sustainable
methods of
construction



5 A CONNECTED PLACE

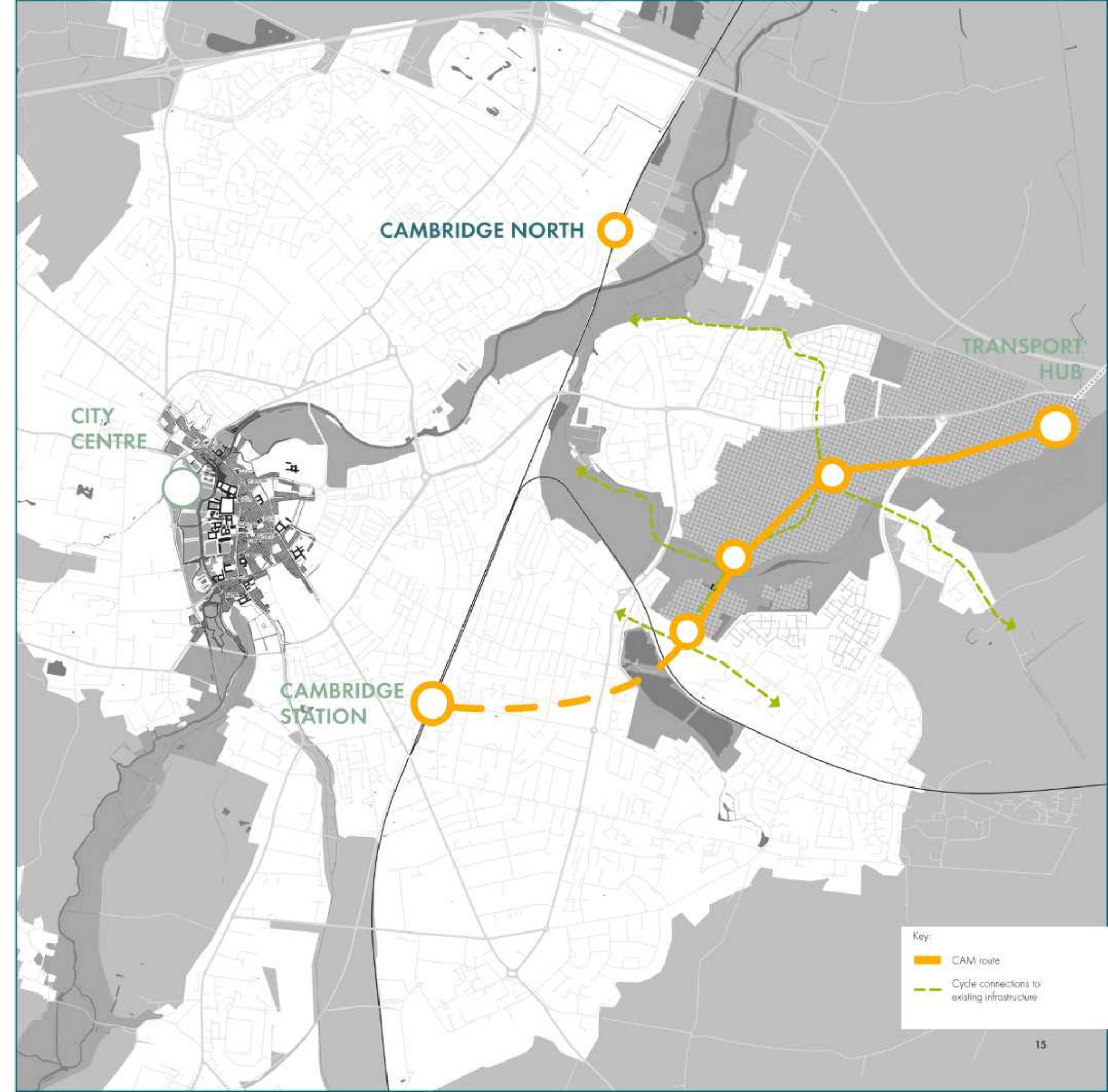
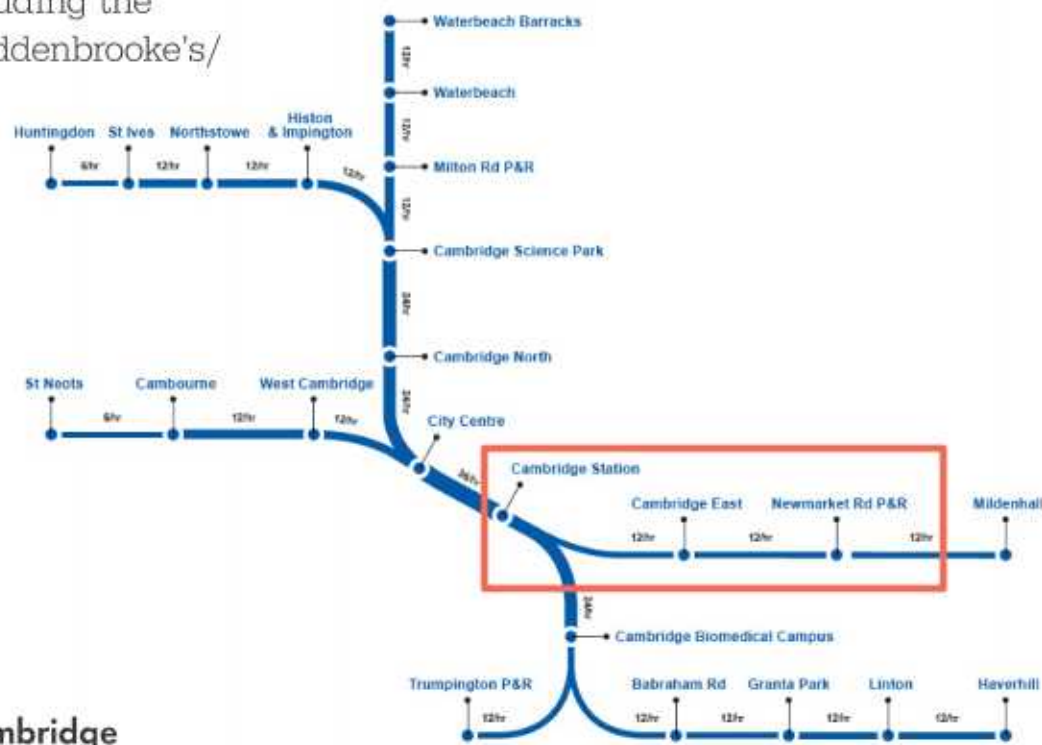
Marshall's vision of a step change in development to deliver a world class, sustainable new piece of city creates the opportunity to deliver exceptional transport infrastructure.

Studies undertaken by a team led by Steer have explored the opportunity for a rapid transit link between New East Cambridge and Cambridge Station (Central). The link would be compatible with and could form the first phase of the Cambridge Autonomous Metro (CAM) network. This could connect the site with Cambridge Station in less than five minutes, fundamentally changing the potential character and scale of New East Cambridge. If a wider CAM network is developed in the future, this could link the site with other key destinations in the city including the historic centre, Science Park, Addenbrooke's/

Cambridge Biomedical Campus and West Cambridge.

The link would connect the station at the west, through New East Cambridge to a relocated transport hub on the A14 Qy junction at the east. The hub would intercept traffic that would otherwise enter Cambridge. It would also provide the opportunity for public transport from the city centre to extend beyond New East Cambridge to serve the wider Cambridge hinterland.

Between New East Cambridge and the station, an underground link is proposed. Detailed engagement with Network Rail has demonstrated the feasibility of direct integration with the station.



6 A PLACE TO LIVE

Marshall has started making its contribution to the city's housing needs through the planned development of Wing and Land North of Cherry Hinton, which together will bring c.2,500 homes. The relocation of the airport however, provides the opportunity to deliver c.12,000 additional new homes, bringing the overall contribution of New East Cambridge to around 14,500 homes.

The development will combine high density, urban living at the heart of the development, with distinct character areas, interacting with both neighbouring areas and the countryside.

The scale of the opportunity for housing delivery provides a unique opportunity to tailor the mix and type of housing to meet market demands and to address local needs. A range of tenures (including affordable housing) and a variety of house types

will respond to modern needs, while the integration of employment, sports, leisure, culture and open space coupled with rapid transit to the station create a new model for sustainable living.

With the population of Cambridgeshire and Peterborough projected to rise to over 1m by 2036, housing provision will be critical to the growth and success of the region.



supported by new
high quality
**schools
and GPs**



and extensive
**green
infrastructure**
totalling over
120 hectares



walkable
neighbourhoods
with a high street
and open spaces
on the doorstep



c. **12,000**
new homes
c. **25,000**
residents



**affordable
housing**



**rich mix
of
typologies**
houses, flats, student
housing, retirement
living, build-to-rent,
co-living



7 A PLACE TO WORK

The size of the site and modern approaches to living would enable the land to meet the city's employment needs without compromising its housing potential. Initial studies relating to site capacity and advice on potential occupier demand, suggest that at least 500,000 sqm (approximately 5 million sq ft) of employment development could be supported, hosting more than 38,000 jobs.

The opportunity exists to integrate rather than separate living and working and thereby to add to the quality of the employment and quality of life of residents and workers alike. Early thoughts suggest that space exists to anchor the development with major learning institutions and to respond to the complementary demand for life sciences,

technology and emerging sectors such as Artificial Intelligence—areas of research and development for which Cambridge is uniquely in demand. The site will be of interest to global investors and occupiers seeking to take advantage of the unique lifestyle and accessibility offered by the site, coupled with the flexibility that it could provide in meeting their growth plans over time.



500,000
sqm
commercial
floorspace



a centre of
innovation
and
research



38,000
jobs



support the full
cycle of
**business
growth**
from start-ups to
global HQs



synergy
between business
and academia



with potential for
a new academic
**research
cluster**



8 A PLACE TO ENJOY

Culture, sports, open space and entertainment are key to the character of Cambridge and to successful new communities. A new centre to the east of Cambridge will complement the city centre and provide for demand which simply cannot be met in the historic core, thereby strengthening the attraction and capacity of Cambridge as a whole.

New East Cambridge offers the opportunity to extend the lifestyle offer of Cambridge, creating a convivial mixed-use centre which complements the city's historic core. The site is of a scale to attract globally important cultural institutions such as internationally significant art galleries, a multi-use stadium, an exhibition and conferencing centre and a concert venue. New cafes, bars and restaurants will make New East Cambridge a place to have fun and enhance the night

time economy of the city. This cultural offer will be complemented by accessible green space and sports facilities to build on and extend the traditions of Cambridge.

Cambridge United are very supportive of a new potential stadium within the site, to help support the Club's growth and enhance its community work in the Abbey Ward and in the city more widely.



a
desitination
in its
own right



cultural institutions
adding to the city's
offer of galleries,
museums and
theatres



a new
high street
incorporating retail,
complementing the
existing city centre



space for
pop-ups
and meanwhile
uses



sports facilities
maximising the
use of new green
space and school
infrastructure



A new multi-use
stadium for use by
**Cambridge
United**



9 DELIVERY

To deliver its ambitious growth plans and continue to well serve its evolving customer needs, Marshall must relocate.

Detailed work has identified a short list of feasible relocation options within the East of England, and Marshall intends to publicly announce plans for relocation in May 2019, with a view to confirming the preferred solution by 2020.

Relocation could be achieved by the late 2020s, releasing the full opportunity at New East Cambridge and enabling development to start on the core, safeguarded land.

It is anticipated that the rapid transit link could be delivered through a Transport and Works Act Order, which would be promoted in parallel with an outline planning application for at least the first phase of the New East Cambridge development.

It will be necessary to secure appropriate funding mechanisms to bring forward the rapid transit link and other enabling infrastructure, but the scale of the development opportunity creates confidence that the development as a whole can attract the necessary investment, along with world class development partners and funding institutions.



This is an exciting time: for Marshall, the prospect of a new home to deliver an ambitious future; for Cambridge, the possibility of using the airport site to address its needs and dramatically reshape the city. A time that enables Marshall to continue to invest in Cambridge for generations to come.

The relocation creates a truly special opportunity. Discussions so far suggest that this may be one of the most significant and exciting development opportunities in the UK and Europe.

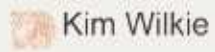
Scarcely ever can a site of 300ha which is largely already excluded from the Green Belt come forward for development within a city such as Cambridge. The site will be of interest to global investors and occupiers and developing it in the right way offers the unique potential to extend the character and traditions of Cambridge and to reinvigorate and complete the eastern side of the city.

Marshall's vision for the development involves making the very best of a world class opportunity and we look forward to engaging with local stakeholders to bring this to fruition.

Allocation of the site in the Greater Cambridge Local Plan is respectfully requested.



Allies and Morrison



steer

WOLF OLING

AECOM

